



## Seattle-Tacoma International Airport Launches *Experience the City of Music*, a Groundbreaking Initiative Showcasing the Region's Music Culture

*In Partnership with PlayNetwork and the Seattle Music Commission, Sea-Tac Airport Welcomes Travelers with In-Terminal Music, Web Radio, Celebrity Announcements and Videos Featuring Northwest Music Profiles*

*Launch Party Featuring Local Musicians Scheduled for January 28, 2012*

**Seattle, WA -- January 24th, 2012** -- Your next visit to Sea-Tac Airport will come with a free upgrade -- to include the sights and sounds of northwest music. The Sea-Tac Airport Music Initiative, *Experience the City of Music* -- a cooperative effort by the [Port of Seattle](#), [Seattle Music Commission](#) and [PlayNetwork](#) -- will launch this week to showcase the northwest region's music culture and enhance the experience of millions of passengers who pass through Seattle-Tacoma International Airport each year.

The Sea-Tac Airport Music Initiative, *Experience the City of Music* is a comprehensive program that enhances the traveler's experience by utilizing speakers and screens airport-wide to feature a diverse variety of northwest music from the soulful sounds of Quincy Jones to the poignant lyrics of Eddie Vedder. Travelers will also hear artist-read public announcements, enjoy curated videos on terminal and baggage claim monitors, and listen to a multi-channel web radio player available through the free airport Wi-Fi network.

"The Port is pleased to be a leader in this effort to promote the region's music industry and to increase the visibility of local musicians at the airport," said John Creighton, Port of Seattle Commissioner. "From Jimi Hendrix to the Wilson sisters, Chris Cornell and many others, the Seattle area has a strong music heritage. Over 32 million passengers pass through Sea-Tac Airport each year, giving us a unique opportunity to introduce a new generation of local musicians to travelers and tourists."

"Seattle is known around the world for its music culture, so it's great to see this identity embraced and showcased to all the travelers going through the airport," said Seattle Mayor Mike McGinn. "Jet City, meet Music City."

This campaign will launch dynamic media elements curated and developed by branded entertainment specialist PlayNetwork, including:

- Overhead music featuring local emerging artists like Fences, Beat Connection and Allen Stone with legends like Ray Charles, Heart and Nirvana
- Overhead safety and informational announcements read by local musicians such as Ben Gibbard, LeRoy Bell, Macklemore, Jerry Cantrell and Sir Mix-A-Lot
- Video segments on terminal monitors throughout the airport featuring exceptional original content from [KEXP](#), [EMP](#), [MTV](#), [Chase Jarvis](#), the [Seattle Channel's Art Zone](#), [Light in the Attic Records](#) and [The Seattle Band Map](#)
- A web-based multi-channel music player available via the airport's free WiFi
- An Android mobile app, developed by [Front Runner](#), which will feature access to the PlayNetwork music playlist, videos and KEXP concert listings; iPhone, Windows Phone 7 and Blackberry apps coming soon

### **Sea-Tac Airport Music Initiative Launch Party – Saturday, Jan. 28!**

To kick-off and celebrate the Sea-Tac Airport Music Initiative, an *Experience the City of Music* Launch Party will be hosted on **January 28, from 3 p.m. to 7 p.m. Pacific Time in Sea-Tac's Gina Marie Lindsey Arrivals Hall** at the south end of the baggage claim area. The event will feature live performances by Seattle artists including:

- 6 p.m. - [Dusty 45's](#) (upbeat rockabilly, swing and jump blues)
- 5 p.m. - [Fly Moon Royalty](#) (electro-soul duo)
- 4 p.m. - [Carrie Clark & the Lonesome Lovers](#) (roots, Americana, sass-a-frass)
- 3 p.m. [Recess Monkey](#) (catchy, energetic kids rock)

Additional performances by local musicians will take place onboard [Sound Transit's](#) Link light rail trains from 1 p.m. to 6 p.m. Port of Seattle Commissioner John Creighton and Seattle Mayor Mike McGinn will kick off the event alongside Seattle Music Commissioner Marcus Womack. The event is free and open to the public.

"We are incredibly proud of our city and it's an honor to be working on a project that will touch the lives of 80,000 passengers every day," said Nadine Zgonc, VP of Client Management for PlayNetwork. "From licensing to creative, our team is excited about the work we're unveiling. It's been an amazing opportunity to collaborate with such a talented array of community leaders that share our commitment to the region's artistic culture."

"This project has been so much fun to work on because of all the community support and excitement to show off our music culture in such a significant way," said Seattle Music Commissioner Marcus Womack. "I am proud to be on the Seattle Music Commission and drive this forward."

Additional support for this project comes from [The Seattle Metropolitan Chamber of Commerce](#) and other valued Seattle-based organizations.

Click [here](#) to view sample [audio and video elements](#).

Click [here](#) to learn more about the [Sea-Tac Airport Music Initiative](#).

#### **About Seattle-Tacoma International Airport**

Operated by the Port of Seattle, Seattle-Tacoma International Airport (SEA, KSEA) is ranked as the 17<sup>th</sup> largest U.S. airport, serving more than 32 million passengers in 2011. With a regional economic impact of more than \$13.2 billion in business revenue, Sea-Tac generates more than 161,000 jobs (89,902 direct jobs) representing more than \$2.2 billion in direct earnings and \$412.4 million in state and local taxes. Twenty-six airlines serve 75 non-stop domestic destinations and 19 international cities.

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#### **About PlayNetwork**

PlayNetwork produces unrivaled media experiences for brands worldwide. PlayNetwork programs include music, messaging, video, web radio, artist promotions and events, A/V systems, advertising networks, and commercial XM Satellite Radio. PlayNetwork aims to deliver experiences with the truest level of customization and integration across every touch point — in-store, online and on-device. Founded in 1996, PlayNetwork is currently playing for over 75,000 media subscribers in 70 countries, reaching over 23 million people every day. For more information, visit [www.playnetwork.com](http://www.playnetwork.com) or [www.xm4biz.com](http://www.xm4biz.com).

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#### **About the Seattle Music Commission**

The 21 member Seattle Music Commission represents a cross section of Seattle's music sector, including a broad range of individuals from the local music community. This Commission is tasked with advising City officials regarding leadership and support in the music arena, and also serving as a forum for City employees and departments to share information on upcoming issues and opportunities of relevance to Seattle's music sector. This Commission strives to enhance the growth and development of Seattle's music sector and convey the City's commitment to the industry, musicians and audience. For more information, visit [www.cityofmusic.com](http://www.cityofmusic.com).

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#### **About Sound Transit**

Sound Transit plans, builds and operates regional transit systems and services to improve mobility for Central Puget Sound. For information on how Sound Transit can improve your commute visit [www.soundtransit.org](http://www.soundtransit.org).

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